

Message Text

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FOR COMMERCE

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TAGS: BEXP, BFOL, GW, UR

SUBJECT: OIM/TIR-CONTRACTS WITH GLAHE INTERNATIONAL-
DEPT AND PGA FOR USSR

REF: A) BONN 11891; B) BONN 11892

1. ON AUGUST 21 EMBASSY OFFICIALS MET IN BONN WITH MR. GLAHE, PROJECT DIRECTOR FISCHER, NEW RESEARCHER UMANSKY AND MISS NIENHAUS OF GLAHE INTERNATIONAL, COLOGNE, TO DISCUSS PROGRESS OF WORK ON MARKET RESEARCH STUDIES FOR USSR ON PRINTING AND GRAPHIC ARTS (PGA) AND ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT (EIPT).

2. ALL PROBLEMS AND OBJECTIVES OF COMMERCE'S GLOBAL MARKETING PROGRAM AND PERTINENT TWO STUDIES AGAIN DISCUSSED. IN VIEW OF GLAHE'S INEXPERIENCE IN PREPARING MARKET RESEARCH STUDIES FOR COMMERCE, WE ALLOWED THEM TO REVIEW MATERIALS HANDLING EQUIPMENT STUDY FOR USSR AND ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT STUDY FOR GERMANY, AFTER REMOVING NAMES OF THE RESEARCHES. GLAHE'S PEOPLE ASSURED US THAT THIS WILL SUBSTANTIALLY HELP THEM BETTER RESPOND TO COMMERCE'S SPECIFICATIONS.

3. WITH REGARD TO PGA STUDY, FISCHER REITERATED THAT THEY HAVE COMPLETED INTERVIEWS AND THAT THE DRAFT IN GERMAN IS HALF FINISHED. HOWEVER, FISCHER FAILED TO BRING UNFINISHED DRAFT AND
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RESEARCH NOTES AS REQUESTED. HIS EXPLANATION WAS THAT THEY WERE

STILL TOO FRAGMENTARY AND UNORGANIZED TO BE USEFULLY REVIEWED
AT THIS POINT. THEY COMMITTED THEMSELVES TO SUBMIT THE
FINISHED DRAFT IN GERMAN BY AUGUST 28 FOR OUR REVIEW.

4. WHEN DISCUSSING THE EIPT STUDY, GLAHE REPEATEDLY REFERRED
TO DIFFICULTIES IN OBTAINING CERTAIN INFORMATION IN THE SOVIET
UNION. THE PROBLEM WITH FILLING EIPT SPECIFICATIONS SEEMS TO BE
PARTICULARLY RELATED TO THE FACT THAT THE INFORMATION REQUESTED
IS OFTEN VIEWED AS QUOTE MILITARY UNQUOTE IN SOVIET EYES. AN
ACCESS PROBLEM DOES NOT EXIST TO THE SAME EXTENT RE PGA MARKET,
ACCORDING TO GLAHE, SINCE THE INFORMATION LIES IN QUOTE CIVILIAN
UNQUOTE SECTOR.

5. THE MEETING WAS SOMEWHAT MORE PRODUCTIVE THAN LAST BUT
INCONCLUSIVE AS TO THE QUESTION WHETHER GLAHE IS ABLE TO
PRODUCE SATISFACTORY PERFORMANCE ON BOTH STUDIES. OUR AUGUST 28
REVIEW OF THE FINAL GERMAN DRAFT OF PGA STUDY SHOULD GO A LONG
WAY TO ANSWERING THIS AND INDICATE FURTHER CORRECTIVE ACTION.
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